

**MODEL *CUSTOMER BASE REPUTATION* DALAM PEMBENTUKAN
*CUSTOMER CITIZENSHIP BEHAVIOR***

(Survei pada Tamu *Repeater* di *Virtual Hotel Operator RedDoorz* Kota Bandung)

TESIS

Diajukan Sebagai Salah Satu Syarat untuk Memperoleh Gelar Magister
Manajemen pada Program Studi Manajemen



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**PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2020**

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Gelara Magister Manajemen pada Program Studi Magister Manajemen**

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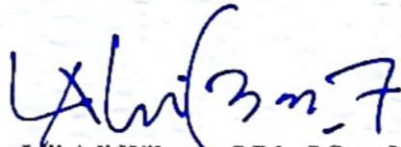
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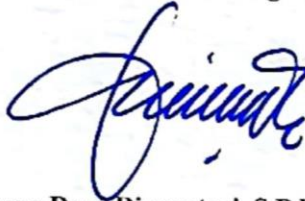
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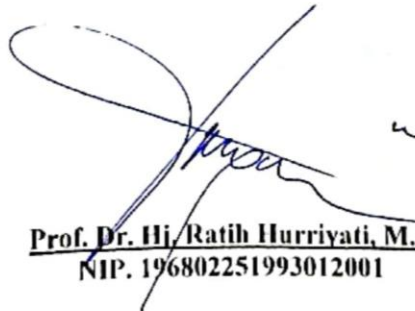
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ABSTRAK

Raden Synthia Billqis (1802676), “Model Customer Base Reputation Dalam Pembentukan Customer Citizenship Behavior” (Survei Pada Tamu Repeater di Virtual Hotel Operator RedDoorz Kota Bandung), di bawah bimbingan Dr. Lili Adi Wibowo, S.Sos, S.Pd., M.M dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., M.M

Partisipasi dari pelanggan merupakan bagian yang tidak terpisahkan dalam industri jasa. Pelanggan saat ini tidak hanya berperan aktif sebagai pembeli tetapi juga menjadi sumber pendapatan perusahaan yang menguntungkan. Perilaku *customer citizenship behavior* (CCB) perilaku sukarela pelanggan diluar tugasnya dengan memberikan timbal balik atas produk dan jasa berupa ide-ide baru, merekomendasikan melalui *social media* yang menjadi pendukung untuk mengembangkan perusahaan dengan cara yang efisien. Dampak dari kurang atau tidak adanya perilaku CCB di suatu perusahaan menyebabkan perusahaan lambat dalam berkembang, karena tidak adanya ide serta komentar yang dapat meningkatkan kualitas layanan sehingga dapat menimbulkan permasalahan lain seperti keluhan pelanggan, perpindahan pelanggan serta penurunan profitabilitas. RedDoorz Kota Bandung memilih *customer base reputation* (CBR) sebagai strategi dalam membentuk CCB didukung dengan reputasi perusahaan baik yang dimiliki saat ini. Model *customer base reputation* dalam pembentukan *customer citizenship behavior* menunjukkan efeknya baik. Jenis penelitian ini menggunakan metode deskriptif dan verifikatif. Responden penelitian ini adalah tamu *repeater* RedDoorz Kota Bandung. Penyebaran angket sebanyak 400 tamu hotel. Teknik analisis yang digunakan *Structural Equation Model* (SEM). Variabel *independent* dalam penelitian ini adalah *customer base reputation* yang terdiri dari *customer orientation* (X1), *good employer* (X2), *realible company* (X3), *quality products and service* (X4), dan *social environmental responsibility* (X5). Hasil penelitian menunjukkan bahwa tanggapan tamu *repeater* terhadap *customer base reputation* di kategori tinggi dalam membentuk *customer citizenship behavior* di RedDoorz Kota Bandung. Hasil perhitungan diketahui dimensi yang signifikan dari *customer base reputation* adalah *quality products and service*.

Kata Kunci : *Customer Base Reputation, Customer Citizenship Behavior, Virtual Hotel Operator RedDoorz*

ABSTRACT

Raden Synthia Billqis (1802676), "Customer Base Reputation Model in forming Customer Citizenship Behavior" (Survey of Repeater Guests at Virtual Hotel Operator RedDoorz, Bandung), under the guidance of Dr. Lili Adi Wibowo, S.Sos, S.Pd., M.M and Dr. Puspo Dewi Dirgantari, S.Pd., MT., M.M

Participation from customers is an integral part in the service industry. Today's customers not only play an active role as buyers but also become a profitable source of company revenue. Customer citizenship behavior (CCB) voluntary behavior of customers outside their duties by providing feedback on products and services in the form of new ideas, recommending through social media that becomes a supporter to develop the company in an efficient way. The impact of the lack or absence of CCB behavior in a company causes the company to slow down in development, due to the absence of ideas and comments that can improve service quality so that it can cause other problems such as customer complaints, customer movement and decreased profitability. RedDoorz City of Bandung chose the customer base reputation (CBR) as a strategy in forming CCB supported by the current good corporate reputation. The customer base reputation model in the formation of customer citizenship behavior shows a good effect. This type of research uses descriptive and verification methods. The respondents of this study were guests of the RedDoorz repeater in Bandung. Spread the questionnaire to 400 hotel guests. The analysis technique used is the Structural Equation Model (SEM). The independent variable in this study is the customer base reputation consisting of customer orientation (X1), good employer (X2), realible company (X3), quality products and service (X4), and social environmental responsibility (X5). The results showed that the response of repeater guests to the customer base reputation in the high category in shaping customer citizenship behavior in RedDoorz, Bandung. The results of calculations revealed that a significant dimension of the customer base reputation is quality products and service.

Keyword : Corporate Reputation, Customer Citizenship Behavior, Virtual Hotel Operator RedDoorz Kota Bandung

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